

# CREATIVE ECONOMY

The creative and cultural sector is an important and growing part of British Columbia's economy. To build on our success, we are connecting in a new way with people who work in the sector—artists and all those engaged in the creative community—to help enrich the lives of British Columbians.

## A STRATEGY TO GROW OUR CREATIVE ECONOMY

The B.C. government is committed to working with the sector to promote the value of creativity, encourage cooperation and drive innovation, productivity and entrepreneurship.

Our province's Creative Economy Strategy is all about encouraging artists and others working in the sector to find both creative and financial success, to reinforce their vital role in the cultural fabric of British Columbia—and in our economy.

## TALENT

Everything starts with creative people. We want to build on the talent that's already here, raise awareness of the value of creative workers, foster partnerships and nurture creative clusters across B.C.

With our Creative Economy Strategy, we will:

- Promote increased collaboration among people working in the sector
- Target training to make sure it creates the greatest possible benefit
- Invest in Aboriginal artists, building on one of our province's unique and valuable identities
- Work with an eye to the future, to build the skilled creative workforce

## MARKETS

B.C.'s creative sector already has a strong international reputation. We will work to strengthen this reputation, promoting B.C.'s many cultural assets and enhancing trade and cultural tourism.

With our Creative Economy Strategy, we will:

- Increase the sector's international presence
- Expand access to new markets
- Highlight our cultural assets in tourism



*Kelowna's cultural district combines arts facilities, revitalized industrial spaces, restaurants and galleries as a creative hub and tourist destination. You'll find the Kelowna Art Gallery, Rotary Centre for the Arts, Kelowna library and all four Kelowna Museums in the six-block Cultural District. Looking forward, the new Okanagan Centre for Innovation is expected to open later in 2016.*



*Christoph von Riedemann. Photo by Michael Slobodian. Ballet BC is a British Columbian treasure. The internationally acclaimed contemporary ballet company performs for more than 25,000 people each season, and tours the province, the country and the world. In 2016, the company is headed to Birmingham, U.K., New York City and the National Arts Centre in Ottawa.*

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## INVESTMENT

The potential for economic growth is tremendous. The United Nations has identified the creative economy as one of the world's fastest-growing sectors for income generation, job creation and export earnings. We want to maximize public and private investment in B.C.'s creative sector, target our funding to where it can have the greatest impact and encourage the private sector to invest in order to take advantage of the economic returns available.

With our Creative Economy Strategy, we will:

- Demonstrate the value of investing in the arts
- Promote public and private partnerships and philanthropy
- Target investments to drive economic growth

## COMMUNITIES

Art, in any of its forms, helps to create unique and attractive communities. Artists bring interest, beauty and a vibrant identity to every part of the province. We will build B.C.'s reputation as a world-class hub of creative activity that attracts skilled workers and visitors from around the world.

With our Creative Economy Strategy, we will:

- Support and promote community-led cultural activity across B.C.
- Invest in hosting major festivals and events

Learn more about the Creative Economy Strategy at [gov.bc.ca/creativeeconomy](http://gov.bc.ca/creativeeconomy)

### Facts:

## An Arts and Culture Leader



The number of **artists** in B.C. grew by **74%** between 1989 and 2013.

B.C. hosts **hundreds** of cultural **festivals and events** each year.



With **24,800 artists**, B.C. has more artists per capita than any other province.



B.C.'s culture GDP was **\$5.7 billion** in 2010, 3% of B.C.'s economy.

**87,996**

British Columbians worked in **culture jobs** in 2010, 3.8% of total jobs in B.C.

